



## **The Main Street® Program**

### ***A Proven Way to Revitalize Commercial Districts***

The Main Street Four-Point Approach is a proven methodology used to revitalize traditional commercial districts. Developed by the National Main Street Center of the National Trust for Historic Preservation, Main Street is based on a *comprehensive* strategy of work, tailored to meet local needs and opportunities. Local staff and volunteers work to implement projects in four key areas:

**Organization:** Building consensus and cooperation among public and private groups and individuals, and identifying sources of funding for revitalization activities

**Design:** Enhancing the district's physical appearance through building rehabilitation, compatible new construction, public improvements, and design management systems

**Promotion:** Marketing the commercial district through events and advertising to attract customers, potential investors, new businesses, residents, and visitors

**Economic Restructuring:** Strengthening the district's economic base and creating new opportunities through careful analysis and appropriate mixed-use development

### **Twenty Years of Success**

Cumulatively, the commercial districts taking part in the Main Street program have generated more than \$17 billion in new investment, with a net gain of more than 231,682 new jobs and 57,470 new businesses. Every dollar a community uses to support its local Main Street program leverages an average of \$40.35 in new investment, making the Main Street program one of the most successful economic development strategies in America.

Main Street offers a revitalization framework that is appropriate to communities of all types. Local Main Street programs are established either as a free-standing organizations or as part of an existing entity, such as a CDC or economic development organization. Working in conjunction with a state or city-wide Main Street program, or directly with the National Trust's National Main Street Center, local Main Street programs plan and implement projects which, cumulatively, over time, create vibrant and healthy commercial districts.

### **Getting Started**

Learn more, build a public-private coalition, and get going! To begin the process

- ❑ Call the National Trust's National Main Street Center at **202/588-6219** or visit **[www.mainstreet.org](http://www.mainstreet.org)**
- ❑ Discuss the idea with business and property owners, area residents, government officials, and key leaders in your community.
- ❑ Learn from existing programs in your area. For referrals, contact the Center.
- ❑ Consider a Main Street Assessment for a professional opinion on whether Main Street is appropriate for your commercial district.

### ***Protecting the Irreplaceable***

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## **The National Main Street Center®**

**[www.mainstreet.org](http://www.mainstreet.org)**

Established in 1980, the National Main Street Center of the National Trust for Historic Preservation is the nation's largest full-service commercial district revitalization organization. The Center serves as a resource to communities interested in revitalizing their traditional commercial districts. A non-profit organization, the Center provides information, offers technical assistance, sponsors conferences and workshops, and conducts research and lobbying on critical revitalization issues.

### **Assistance to Communities**

Through our consulting services and information resources, the National Trust's Main Street Center has helped more than thousands of cities, towns, and neighborhoods of all types rebuild the economic and social vitality of their downtowns and neighborhood commercial districts. Let us help your commercial district through the following.

***Publications*** – We offer several publications and training materials on revitalization, ranging from getting-started basics to advanced how-to materials.

***Conferences*** – Held annually, the Center's *National Town Meeting on Main Street* is the largest commercial district revitalization conference in the U.S., featuring seventy educational sessions and plenty of networking for folks just like you.

***National Main Street Network*** – This cost-effective membership keeps local programs on top of revitalization issues. Benefits include *Main Street News*, access to our Information Exchange, and valuable discounts on products and conferences.

***Technical Assistance*** – The Center's technical staff provides experienced, professional help for your revitalization effort. With more than 100 years' cumulative experience, we can help you start your revitalization program or solve your toughest challenges. We offers diagnostic services, training, analysis, and consultation to Main Street programs, neighborhood organizations, business associations, CDCs, chambers of commerce, and municipal governments. A sampling of our services includes:

- assessment of commercial districts
- economic development services (business mix, retention, recruitment)
- organizational development
- planning and ordinance review
- market analysis
- urban design
- fund raising services
- strategic and long-term planning
- state and local program evaluations
- real estate development services
- tourism and event development
- marketing strategies
- staff and volunteer training

To learn more about the National Main Street Center, call **202/588-6219** or visit **[www.mainstreet.org](http://www.mainstreet.org)**